

WHAT IS CLAIMED IS:

1 1. A method for providing integrated media presentation, the method
2 comprising
3 broadcasting a television program regarding a contest in which an agent can
4 participate; and
5 providing content over a digital network, wherein the content includes
6 information to assist the agent in winning the contest.

1 2. The method of claim 1, wherein the contest includes determining the
2 identity of a person.

1 3. The method of claim 1, wherein the contest includes contacting a
2 person.

1 4. The method of claim 1, wherein the contest includes capturing a
2 person.

1 5. A method providing an integrated media presentation, the method
2 comprising
3 providing first information about a media event over a first media distribution
4 mechanism;
5 providing second information about a media event over a second media
6 distribution mechanism, wherein the second information is associated to the first information;
7 and
8 providing for identifying or capturing a runner using at least one of the media
9 distribution mechanisms.

1 6. The method of claim 5, wherein the first media distribution mechanism
2 includes a television broadcast and wherein the second media distribution mechanism
3 includes the Internet.

1 7. A system comprising:
2 a server computer comprising a website, wherein the website contains
3 information about a runner in a contest;
4 a digital network;
5 a client computer, wherein the client computer communicates with the server
6 computer through the digital network;
7 a television broadcast network; and
8 a television receiving display signals through the television broadcast network
9 and adapted to display images of the runner as the runner attempts to evade capture by one or
10 more agents.

1 8. The system of claim 7 wherein the digital network is the Internet.

1 9. The system of claim 7 wherein the website contains maps of the
2 runners path of travel.

1 10. The system of claim 7 wherein the website contains hints about the
2 runner's location.

1 11. The system of claim 7 wherein the website contains a page for
2 allowing online agents to share information about the runner's location and a page for
3 allowing the online agents to enter a location for the runner.

1 12. A method comprising:
2 providing for a television program that comprises a contest wherein a runner
3 attempts to evade capture by one or more agents; and
4 providing for a website that contains information about the runner.

1 13. The method of claim 12 wherein the agents are offline agents, and
2 wherein the method further comprises:
3 providing, through the website, for the ability of an online agent to attempt to
4 capture the runner by entering a location for the runner.

1 14. The method of claim 12 wherein, in the contest, the runner wins a
2 larger prize if the runner evades capture for a longer period of time.

1 15. The method of claim 12 wherein, in the contest, the runner wins a prize
2 if the runner completes a predetermined number of tasks within a predetermined time.

1 16. The method of claim 12 wherein, in the contest, the runner wins a prize
2 if the runner completes a predetermined number of tasks within a predetermined time, and
3 wherein the one or more agents win a reward if the one or more agents capture the runner
4 before the runner completes the predetermined number of tasks.

1 17. The method of claim 12 wherein the information about the runner
2 comprises clues regarding the runner's current location.

1 18. The method of claim 12 wherein, in the contest, the runner completes a
2 predetermined number of tasks within a predetermined period of time, wherein each task is to
3 be performed at a different geographic location, and wherein the information about the runner
4 on the website includes information about the tasks completed by the runner.

1 19. The method of claim 12 further comprising:
2 providing clues about the runner's location or identify to the at least one agent
3 if the at least one agent solves a puzzle.